

Shristi Gartaula

Creative, analytical, and collaborative UX designer with project management experience

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RELATED WORK EXPERIENCE

Freelancer, shrستي.com & betterwithtea.com— *Toronto*

OCT 2012 - PRESENT

- Created graphic design and copywriting for clients' marketing collateral

Senior Marketing Coordinator, Explorica— *Toronto*

JANUARY 2015 - MAY 2017

- Lead the marketing campaign for the highest grossing Canadian product
- Improved brand collateral for Canadian products by leading development process, working with 4-person Boston team and Toronto sales managers
- Saved +\$10k in marketing costs by moving printing and shipping process in-house

Head of Marketing, AIESEC in Switzerland— *Bern*

JULY 2013 - SEPT 2014

- Increased sales by 11% by launching 4 national marketing campaigns for 3 products
- Increased brand awareness by managing online channels: Facebook Page (+2000 likes in 7 months), main website (increased page view and duration by 20%)
- Created workshops and facilitated 8 team leads on strategies to help drive their local marketing campaigns

EDUCATION

User Experience and Product Design, General Assembly— *Toronto*

JUNE - SEPT 2017

- Over 500 hours of coursework with hands-on training from industry professionals
- Projects employed human-centered design thinking at each stage of product lifecycle, including user feedback methods and effective communication

Innovation Summit, BrainStore— *Brooklyn*

MAY 2014, MAY 2017

- Trained on BrainStore's ideation process to facilitate clients' ability to generate ideas
- Designed product solutions for a leading health and wellness manufacturing company

Bachelor of Arts in Social Sciences '12, University of Guelph— *Guelph*

SKILLSET

UX

User story mapping

Ethnography

Task flow charts

Usability testing

Prototyping Heuristic evaluation

Technical Balsamiq

Sketch

Invision

Principle

Framer

Adobe Creative Suite

Basic HTML/CSS

Interpersonal

Training Facilitation

Coordination Public speaking